

## **Farmer's Market Coordinator – Part Time**

### **UGA Extension Office**

Salary: \$15.00 - \$20.00/Hourly Based on experience

Posting: March 15, 2019 through March 29, 2019

Hours per week: 20 - 29

**Submit resume to Bartow County Human Resources, 135 West Cherokee Ave. St. 256 Cartersville, Georgia 30120 or email to [cogginsm@bartowga.org](mailto:cogginsm@bartowga.org)**

Bartow County Government and the Bartow County UGA Extension Office are seeking to improve health outcomes in Bartow County by increasing access to fresh produce and local foods. This process starts with revitalizing the Cartersville Farmers Market, increasing community awareness, and supporting community wellness initiatives.

#### **Job Description**

The Cartersville Farmers Market is a community market supported by the City of Cartersville, farmers, community members, and host of other local agencies. The farmers market is in need of revitalization to provide increased access to locally grown fruits, vegetables, and other farm products. Key to the success of the market depends upon increasing consumer awareness, recruiting new vendors, and creating a sense of community within the county and downtown Cartersville area. This job has the potential to expand into managing a mobile market to address the health and nutrition needs of communities in a holistic approach.

#### **Managerial Responsibilities**

The Farmer's Market Coordinator is a part-time position. The initial primary responsibility will be the day-to-day operation of the farmers market. This will include on-site presence at the market during all market hours (nights and weekends), as well as off-site work during non-market hours. The manager will be responsible for recruiting vendors, promoting the market, enforcing market rules, and data collection. The manager will work closely with the Cartersville-Bartow Convention and Visitors Bureau and the Cartersville Downtown Development Authority who will help guide market policy.

This position is not eligible for the Bartow County benefits package.

#### **Minimum Qualifications:**

- High school diploma or GED
- Appropriate experience in a work or volunteer environment.
- Valid driver's license, reliable transportation, and travel are required.

#### **Preferred Qualifications:**

Graduation from a two year college or vocational/technical school with course emphasis in human relations, food science, agriculture, or other relevant subject matters and experience.

**Seasonal Duties:**

- Enroll farmers/vendors in the market either through seasonal vendor agreements or as daily vendors.
- Collect all vendor fees and make accurate accounting and deposit in market account
- Oversee market site and market day activities, including local food events, cooking demonstrations, special events, and marketing stage entertainment.
- Expand the customer base of the market using various public relations strategies and creative low-cost marketing.
- Recruit, train, and coordinate farmers market volunteers
- Create and maintain a Farmers Market Advisory Board
- Fundraising:
- Research grant opportunities to meet needs expressed by various County/City departments. Perform those other duties as may be assigned by the Sole Commissioner of Bartow County or by such other agency representatives as may be served by the department at the discretion of the Sole Commissioner.
- Developing and securing funding for events, assisting with outreach and donor cultivation, drafting grant proposals, and developing novel programs that secure consistent long-term funding.
- Leverage resources and strategic partnerships to facilitate community events, outreach, and funding opportunities.
- Build upon our existing volunteer recruitment and management systems allowing us to better serve our low-income food access communities and limited resource farmers.

**Supervisory Structure:**

This position is supervised by the Bartow County Extension Director.

Physical Demands: The employee must occasionally lift and/or move up to 35 pounds.

Knowledge, Skills, and Abilities required to perform work:

Proven leadership and problem solving skills

Knowledge of and passion for farmers markets and local foods

Experience in volunteer management

Effective verbal and written communication skills

Business, nonprofit, and/ or entrepreneurial experience

Marketing and managing social media accounts

Interest and skills in sustainable agriculture

Computer skills/ web design

Must be able to deal with the general public effectively and courteously